



Harness the Power of the Purse: Winning Women Investors

Andrea Turner Moffitt

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What's driving the market failure for women investors? Andrea Turner Moffitt, a leading thinker on women and investing, cracks the code on how to fully harness the power of the purse offering a roadmap full of tactics for winning with the biggest growth market: women.

Using a wealth of hard data—including findings from nationwide surveys and dozens of focus groups and interviews with female investors from New York to London to Hong Kong—*Harness the Power of the Purse* reveals compelling insights on the female investor market. The book also draws on in-depth interviews with top advisors and forward-thinking leaders to reveal how they are spearheading innovative solutions.

Whether you're a women investor looking to flex your financial muscle or an industry advisor or leader committed to building gender smarts, *Harness the Power of the Purse* is a vital resource for turbo charging growth and closing the gap for women investors.

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